

Profile of 2007 Irish Fair Attendees



Prepared for:
The Irish Fair organizers &
The St. Paul Festival Association

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ACKNOWLEDGEMENTS

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EXECUTIVE SUMMARY

In 2007, the University of Minnesota Tourism Center (UMTC) was contracted to profile visitors to Irish Fair. Several visitor characteristics were of interest beyond demographics, including information sources for the Fair, as well as spending habits and Fair experience. To that end, a visitor questionnaire was developed and administered to Irish Fair visitors.

Methods

An on-site questionnaire was administered to attendees. A systematic sample was implemented with sampling throughout and across the event. A total of 525 parties were contacted and 400 questionnaires completed which resulted in a 76.2% completion rate. Completed questionnaires were entered, cleaned and checked in SPSS version 15.0.

Results

Demographics

Most often respondents were female, non-Hispanic Whites, and reported an average age of 47.1 years. The most frequently cited income was between \$50,000-74,999 (21.6%).

2007 Irish Fair experience

On average, respondents spent more than five hours at Irish Fair, predominately with family (54.5%) and reported spending the most on souvenirs (\bar{M} =\$46.94). A majority of respondents had previously attended Irish Fair and heard about it through a newspaper or friends. Respondents attended Irish Fair an average of five (\bar{M} =4.7) times previously, most often (77.3%) as recent as 2006.

Respondents indicated they enjoyed many aspects of Irish Fair. Among the options presented, respondents most frequently cited they enjoyed the Live Music (40.6%), Dance Stage (17.7%), and vendor marketplace (11.1%).

Discussion

The 2007 Irish Fair attracted a range of visitors from the local area and, to a lesser text, tourists who found a variety of the events enjoyable. Results indicate that Irish Fair provides an enjoyable experience among visitors, as evidenced by return visitation and by interest in receiving information on future Irish Fair events. Further, given that two-thirds of attendees are of Irish decent, it appears the fair is attracting its target market.

The range of activities and offerings serve as an important draw. Given the factors that influence event attendance, attention to retaining and expanding the authenticity of the Irish experience is essential. Continuing Irish music, dancing, and other activities is obvious. Additionally an expansion of traditional Irish food and beverages will enhance the experience and increase revenue.

Print media and word of mouth were the most important information sources for event attendees. Subsequently, future media opportunities should focus in these areas and any buys with media outlets not addressed by attendees deserve reconsideration.

With regard to visitor spending, souvenirs accounted for the highest expenditure. To maximize visitor spending, efforts to increase visitor length of stay and product offerings are suggested. On average, visitors spent five hours at the event. Extending the time spent might include expanded shade structures, access to free or inexpensive water, or other refreshing foods and beverages.

Irish Fair played a role in the enhancement of as well as exposure to Irish culture. To promote engagement in future Irish cultural experiences and enhance the likelihood to return to Irish Fair, increasing onsite promotion of future activities is recommended. If attracting more visitors is of interest, possible package deals with local hotels, restaurants and other attractions should be investigated.

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Profile of 2007 Irish Fair Attendees

INTRODUCTION

Festivals and special events benefit both local communities and visitors. Community festivals of short duration contribute to the celebration of local culture, identity, and place. Festivals also enhance exposure, awareness, profitability and image of the host community, as well as serve as a vehicle for other development (Felsenstein & Fleischer, 2003; Getz, 1991; Hall, 1992; Nicholson & Pearce, 2001). To maximize benefit and enhance events, organizers need to continually assess and evaluate their event and its market.

In 2007, the University of Minnesota Tourism Center (UMTC) was contracted to profile visitors to Irish Fair. Visitor demographics, information sources for the festival, experience, and expenditures at Irish Fair were of interest. The study methods and results are presented below and followed by a discussion.

METHODS

An on-site questionnaire was administered to visitors during the 2007 Irish Fair. The methods for the questionnaire administration are presented in the following sections: study setting, questionnaire, approach, response rate, and analysis.

Study Setting

The 2007 Irish Fair was held August 10th-12th. Irish Fair attracts nearly 100,000 visitors and is located on Harriet Island in St. Paul, Minnesota. The event included several stages of live music, Irish dancing, food and merchandise vendors, cultural areas, a children's area, a 5K run competition, a Gaelic sports area, and many other activities.

Questionnaire

An on-site questionnaire was developed with the assistance of the Irish Fair organizers. Questionnaire sections included event participation, enjoyable attributes, information sources, expenditures, group composition, community familiarity, and demographics (Appendix A).

Approach

A sampling plan was created to reach the range of Irish Fair attendees. A systematic intercept sampling approach was implemented where every third visitor was approached and asked to complete the questionnaire. Sample schedules incorporated both time and spatial considerations to ensure coverage across festival activities and grounds.

Based on estimated attendance from preceding years, a sampling quota target was set at 383 visitor contacts (95% confidence interval; $\pm 5\%$ sampling error rate). Trained volunteers and University of Minnesota Tourism Center staff administered the questionnaire.

Response Rate

Throughout the event, a total of 525 parties were contacted and 400 questionnaires attained. Thus, this resulted in a 76.2% compliance rate (Appendix B; Table 1). A total of 5 questionnaires were unusable, and thus, 395 questionnaires were used for analysis. More than half (56.0%) of respondents were contacted on Saturday. The remainder were contacted on Friday and Sunday (19.8% and 23.4%, respectively; Appendix B, Figure 1). Among those who did not agree to participate, the most frequently specified reason was lack of interest. Less than a tenth (8.0%) of non respondents indicated they had already completed a questionnaire.

Analysis

Completed questionnaires were entered, cleaned and checked in SPSS version 15.0. Extreme outliers were winsorized to bring highly skewed variables into usable ranges. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest.

RESULTS

Respondents

Demographics

More than half (56.3%) of respondents were female and reported an average age of 47.1 years (Appendix B, Table 2). A majority of respondents were white (89.6%) and of non-Hispanic or non-Latino background (97.8%). Furthermore, a majority of respondents were of Irish descent (65.8%). The highest percentage (21.6%) of respondent's reported an annual household income of between \$50,000-74,999 (Appendix B, Figure 2), with the remainder relatively evenly distributed across all other income categories.

Primary Residence

Respondents' predominately resided in the Metropolitan area, as indicated by their stated zipcode. A majority (51%) of respondents' primary residence was zero to fifteen miles from Harriet Island (Appendix B, Figure 3). A further quarter (22%) of respondents resided sixteen to 25 miles from Harriet Island. One tenth (10%) of respondents indicated they resided more than 100 miles from Harriet Island (Appendix B, Figure 4).

Irish Fair Experience

A majority of respondents had previously attended Irish Fair (56.4%; Appendix B, Figure 5). Respondents attended Irish Fair an average of five (\underline{M} =4.7) times previously, most often (77.3%) as recent as 2006. On average, respondents spent more than five hours (\underline{M} =5.45) at Irish Fair, with a range of one to thirty hours.

Sources Informing about Irish Fair

Respondents heard about Irish Fair most frequently from a newspaper (41.0%); specifically through the Star Tribune (20.8%), the Pioneer Press (9.9%), a 'local newspaper' (4.8%), and the City Pages (4.8%). Respondents also heard about Irish Fair through friends (32.4%), family (20.5%), and the radio (12.2%; Appendix B, Table 3). Other popular information sources were the TV (11.9%), 'other' sources (11.6%), the internet (9.6%), and an Irish Bar/Restaurant (8.1%). Among those who specified 'other' sources, the most frequently cited 'other' was through someone in a dance class. Very few respondents indicated they heard about the event through a poster/flyer (4.3%). Like repeat visitors, those new to Irish Fair in 2007 reported the newspaper (41.51%), friends (29.24%), and family (15.2%) as the most frequently cited information sources.

Purpose for Attending Irish Fair

The most frequently reported main reasons for attending Irish Fair were "To celebrate my Irish heritage" (24.9; Appendix B, Figure 6), the live music (21.8%), recommended by family or friends (13.5%), or because the respondent is or knows someone who is dancing or performing (12.5%). Other main reasons for attending Irish Fair were because it is affordable/no entry fee (8.3%), the food and beverages (6.5%), attended previously (6.3%), and to buy Irish Merchandise (4.7%). Very few respondents indicated that their main reason for attending Irish Fair was the children's activities (1.6%).

Attributes of Enjoyable Experience

The top cited most enjoyable attributes of Irish Fair were the live music (40.6%), dance stage (17.7%), and vendor marketplace (11.1%; Appendix B, Figure 7). Less frequently cited attributes included the food and beverages (10.8%), people watching (5.1%), 'other' activities (4.6%), cultural area (3.6%) and children's activities (2.8%). The most enjoyable attribute of Irish Fair differed across the days of completion (Appendix B, Figure 8).

Group Composition

Most frequently respondents attended Irish Fair with family (54.5%; Appendix B, Figure 9). Slightly more than a fifth (23.4%) attended with friends, while slightly less of the respondents attended with both family and friends (14.2%) or alone (4.3%). Very few respondents attended Irish Fair with organized groups (1.5%). Among respondents who specified the actual number of people in each category, groups averaged three adults (\underline{M} =3.0), two children (\underline{M} =1.8) and one teenager (\underline{M} =1.4; Appendix B, Figure 10).

Irish Fair Expenditures

On average, respondents spent the most on souvenirs ($M = \$46.94$; Appendix B, Table 4). Respondents spent an average of \$35.57 on 'other' expenditures, \$31.40 on food and beverages, \$25.66 on tickets, and \$6.48 on parking. Respondents most often reported spending \$30 on either food and beverages or tickets.

Irish Fair Email Request

Respondents were asked to list their email address to be notified of future Irish Fair activities. Nearly one third of respondents listed their email addresses (31.1%, Appendix C). Of those emails listed, nearly all (95.1%) appear to be valid.

DISCUSSION

The 2007 Irish Fair attracted a range of visitors from the local area who found a variety of the events enjoyable. Results indicate that Irish Fair provides an enjoyable experience among visitors, as evidenced by return visitation and by interest in receiving information on future Irish Fair events. Further, given that two-thirds of attendees are of Irish decent, it appears the fair is attracting its target market. The degree of return visitation suggests that visitors will continue to be drawn to the event and the level of attendance can be expected to continue, barring major weather events, competition or major political events.

The range of activities and offerings serve as an important draw. The authenticity, live music, dancing, vendor marketplace, and food and beverages all played a major role in attracting visitors. Given the factors that influence event attendance, attention to retaining and expanding the authenticity of the Irish experience is essential. Continuing Irish music, dancing, and other activities is obvious. Additionally an expansion of traditional Irish food and beverages will enhance the experience and increase revenue.

Print media and word of mouth were the most important information sources for event attendees. Newspapers were one of the frequently cited information sources. More than one third of visitors learned of the festival through the newspaper. Subsequently, future media opportunities should focus in these areas and any buys with media outlets not addressed by attendees deserve reconsideration. Word of mouth was an important vehicle for event marketing and mirrors previous state and national findings (Getz, 1991; Salk & Schneider, 2006; Salk, Schneider, & Monson, 2005). Early planning is key to maximize the effects of word of mouth, as it increases the likelihood of event dates, scheduled programmatic information, and new additions to circulate.

With regard to visitor spending, souvenirs accounted for the highest expenditure. Respondents reported moderate spending in all other categories provided. To maximize visitor spending, efforts to increase visitor length of stay and product offerings are suggested. On average, visitors spent five hours at the event. Irish Fair takes place during a particularly hot time of the year and efforts to keep visitors cool could potentially extend their stay. This could be achieved through

expanded shade structures, access to free or inexpensive water, or other refreshing foods and beverages.

Irish Fair played a role in enhancement of as well as exposure to Irish culture. To promote engagement in future Irish cultural experiences and enhance the likelihood to return to Irish Fair, increasing onsite promotion of future activities is recommended. At least 10% of the attendees were tourists, by any account. If attracting more visitors is of interest, possible package deals with local hotels, restaurants and other attractions should be investigated. Promoting other cultural venues and heritage areas with the Irish Fair may be successful to attract more visitors as well as extend their stay.

While visitor surveys have the ability to better understand the festival market, they do not capture other information of potential use to event organizers such as actual visitation, the overall economic impact of Irish Fair and how the event compares to other festivals in the region. Future research to capture this useful information is advised.

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APPENDIX

APPENDIX A

2007 Irish Fair Survey

Have you been to Irish Fair before (check one)? ☐ Yes ☐ No

If yes, how many years have you attended Irish Fair? Years

What was the last year you attended Irish Fair?

Where did you hear about Irish Fair? (check all that apply)

☐ Irish Bar/Restaurant ☐ Friends ☐ Family ☐ Poster/Flyer ☐ TV ☐ Radio ☐ Internet
☐ Newspaper (which ones?): ☐ Pioneer Press Ad ☐ Local Newspaper Website ☐ Star Tribune Ad
☐ City Pages Ad ☐ Other (specify):

About how long do you intend to be at Irish Fair? Hours

Which day(s) did you attend or plan to attend Irish Fair? (check all that apply)

☐ Fri (08/10) ☐ Sat (08/11) ☐ Sun (08/12)

What do you enjoy most about Irish Fair (check one)?

☐ Live Music ☐ Children's Activities ☐ Food & Beverages ☐ Dance Stage ☐ Cultural Area
☐ Sports Area ☐ Vendor Marketplace ☐ People Watching ☐ River Cruise ☐ Other
(specify):

Please choose your main reason for coming to Irish Fair (check one):

☐ I am/know someone dancing/performing ☐ Recommended by family/friend ☐ To celebrate my Irish heritage
☐ Live music ☐ Affordable/No entry fee ☐ Attended previously
☐ Food & beverages ☐ Children's activities ☐ Buy Irish merchandise

Who are you with (check one)?

☐ Alone ☐ Friends ☐ Family ☐ Family & Friends
☐ Organized Group ☐ Other (specify):

How many are in your group are (specify number):

☐ 0-12 Years ☐ 13-17 Years ☐ 18+ Years old

How much did YOU spend during your time at Irish Fair?

\$ Parking \$ Souvenirs \$ Food & Beverages \$ Tickets \$ Other

Finally, a few questions about you.

What is your zip code?

What year were you born? 19

What is your gender? ☐ Female ☐ Male

What is your annual household income (before taxes)?

☐ Less Than \$5,000 ☐ \$5,000-9,999 ☐ \$10,000-14,999 ☐ \$15,000-24,999 ☐ \$25,000-34,999
☐ \$35,000-49,999 ☐ \$50,000-\$74,999 ☐ \$75,000-99,999 ☐ \$100,000-124,999 ☐ \$125,000-149,999
☐ \$150,000 or more

Are you of Irish descent? ☐ Yes ☐ No

What is your ethnic origin (check one)?

☐ Hispanic/Latino ☐ Non-Hispanic/Non-Latino

What is your race? (check all that apply)

☐ American Indian or Alaska Native ☐ Asian ☐ Black or African-American

☐ White

☐ Native Hawaiian or Other Pacific Islander ☐ Other (Explain: _____)

Please list your email address for more information about future Irish Fair

Activities: _____

Thank you for your participation!!!

Date

Time

APPENDIX B

Tables and Figures

Table 1. Response rate among visitors to Irish Fair, 2007.

| | |
|-------------------------|-------|
| Total parties contacted | 525 |
| Respondents | 400 |
| Refusals | 125 |
| | |
| Compliance rate | 76.2% |
| Unusable Questionnaires | 5 |
| Usable Questionnaires | 395 |

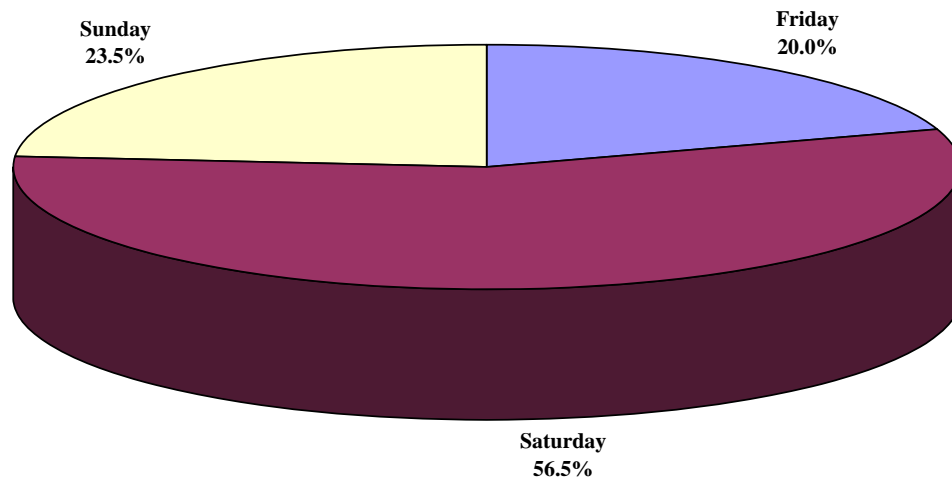


Figure 1. Day when respondents completed questionnaires regarding Irish Fair, 2007.

Table 2. Demographic characteristics among visitors to Irish Fair, 2007.

| | Frequency | Percent |
|---|------------------|------------------|
| Gender | | |
| Male | 170 | 43.7 |
| Female | 219 | 56.3 |
| Total | 389 | 100.0 |
| Ethnicity | | |
| Hispanic/Latino | 8 | 2.2 |
| Non-Hispanic/Non-Latino | 356 | 97.8 |
| Total | 389 | 100.0 |
| Race | | |
| White | 354 | 89.6 |
| Other | 10 | 2.5 |
| Black or African American | 8 | 2.0 |
| Asian | 6 | 1.5 |
| American Indian/Alaska Native | 5 | 1.3 |
| Native Hawaiian or Pacific Islander | 1 | 0.3 |
| Total | N/A ¹ | N/A ¹ |
| Irish Heritage | | |
| Of Irish Descent | 254 | 65.8 |
| Not of Irish Descent | 132 | 34.2 |
| Total | 386 | 100.0 |
| Age (\bar{M}=47.1; S.D.=14.6) | | |
| 18-30 | 49 | 14.6 |
| 31-40 | 64 | 19.1 |
| 41-50 | 88 | 26.3 |
| 51-60 | 69 | 20.6 |
| 61-70 | 46 | 13.7 |
| 71 or older | 19 | 5.7 |
| Total | 335 | 100.0 |

¹ Due to possible selection of multiple categorical responses.

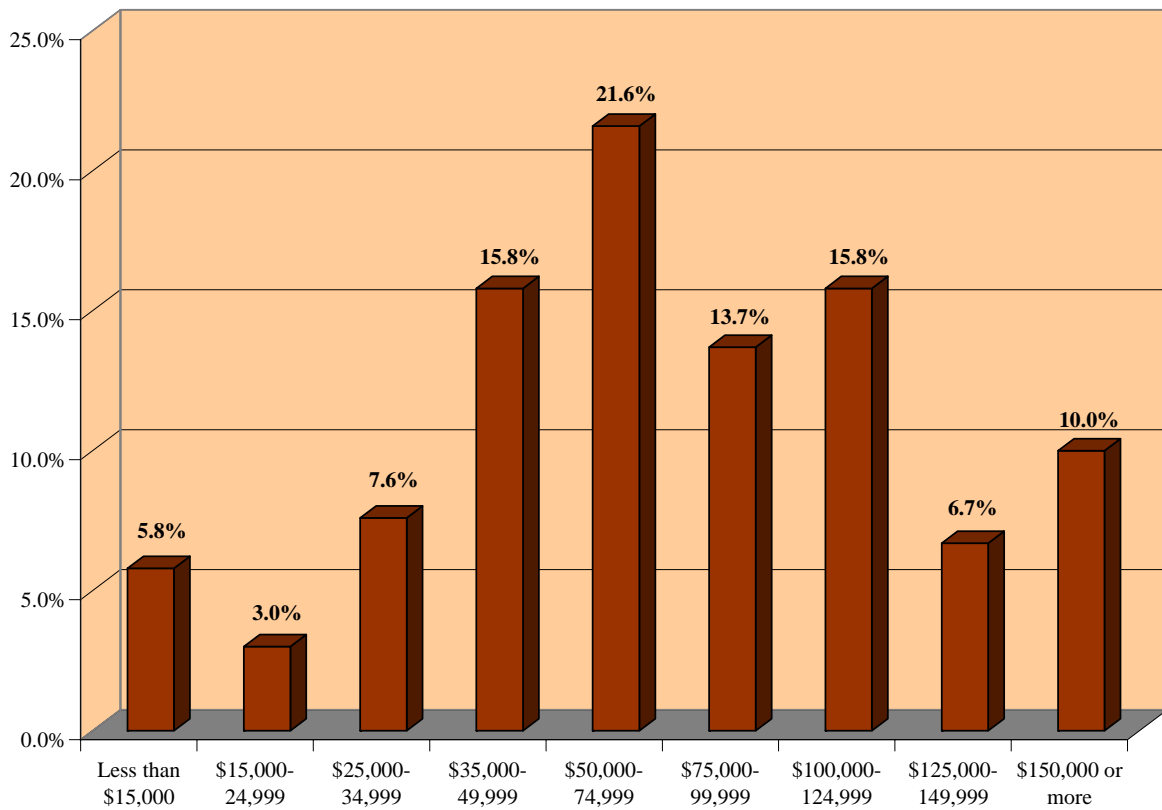


Figure 2. Percentage of annual household income among visitors to Irish Fair, 2007 (n=329).

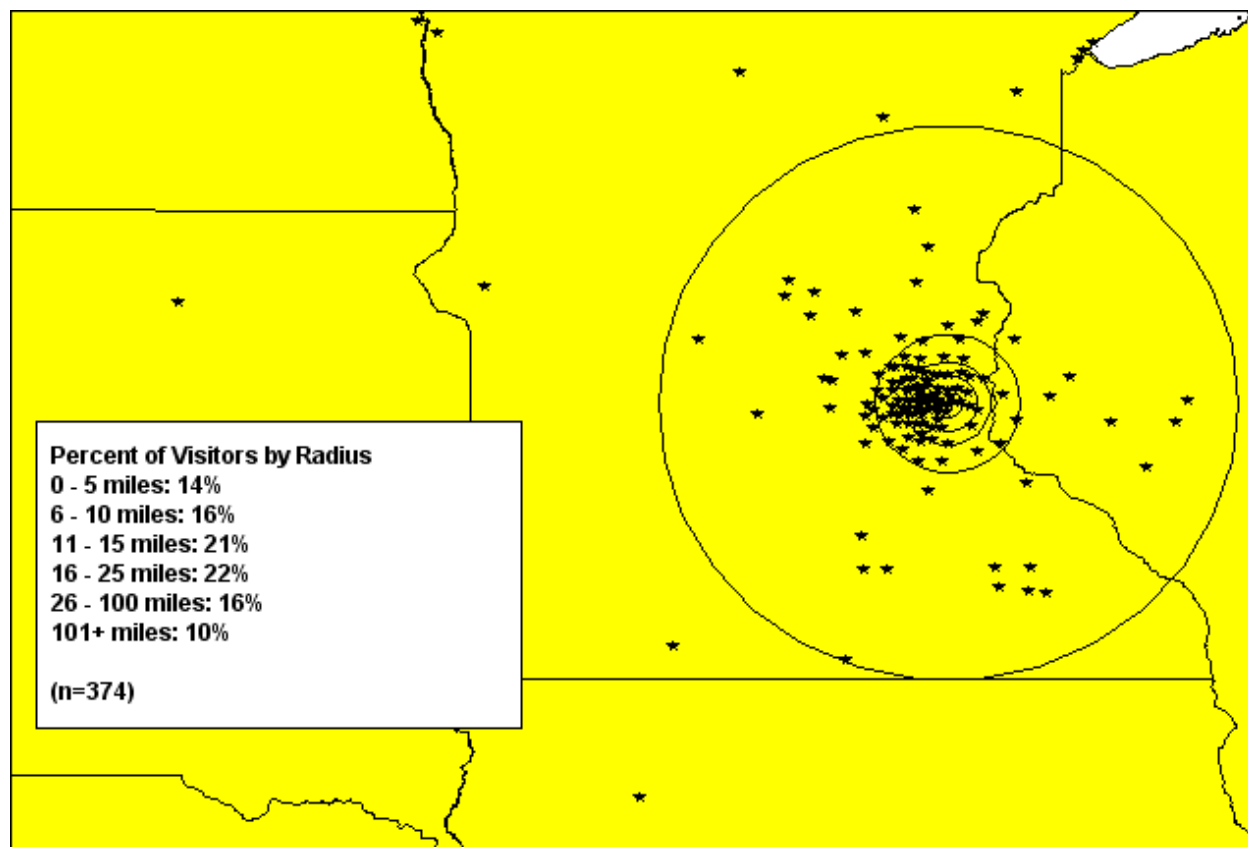


Figure 3. Regional map of respondents to Irish Fair, 2007 (n=374).

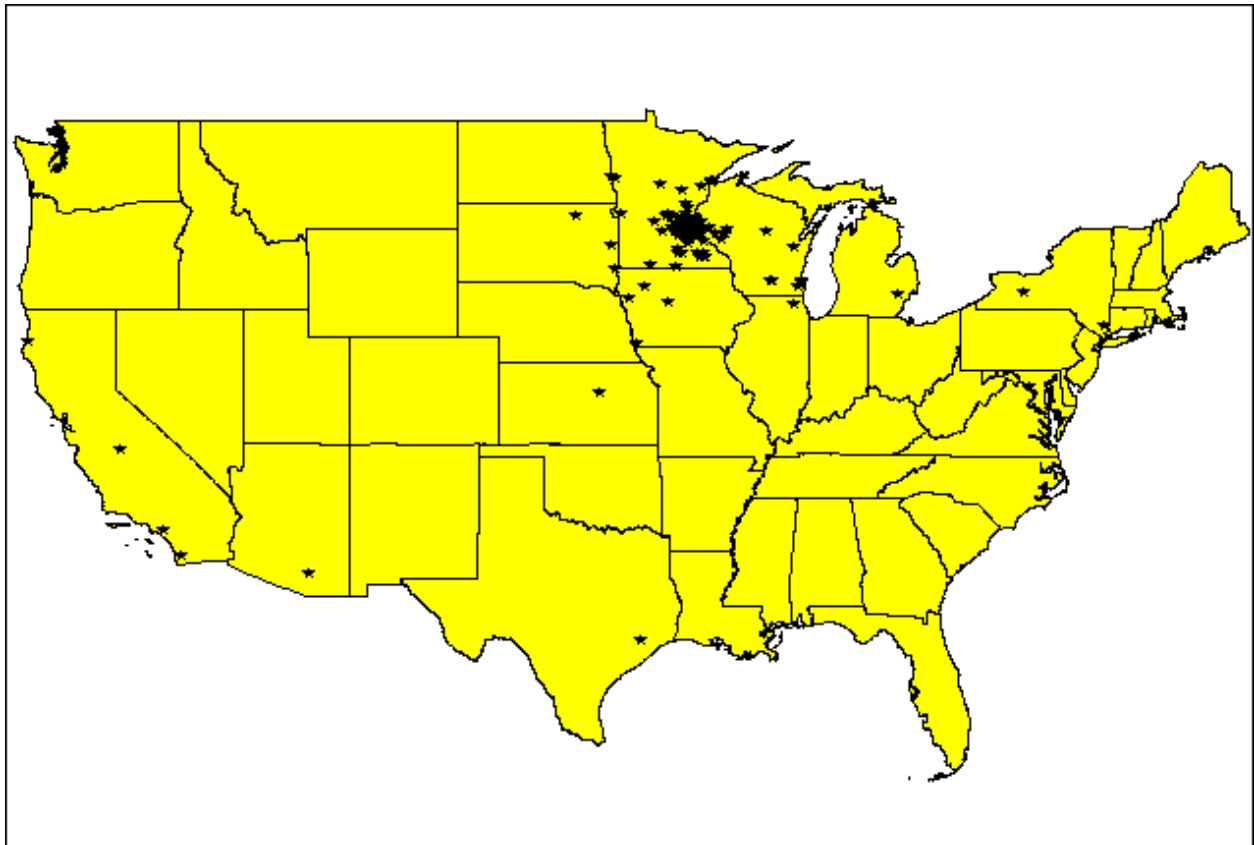


Figure 4. Country map of respondents to Irish Fair, 2007 (n=374).

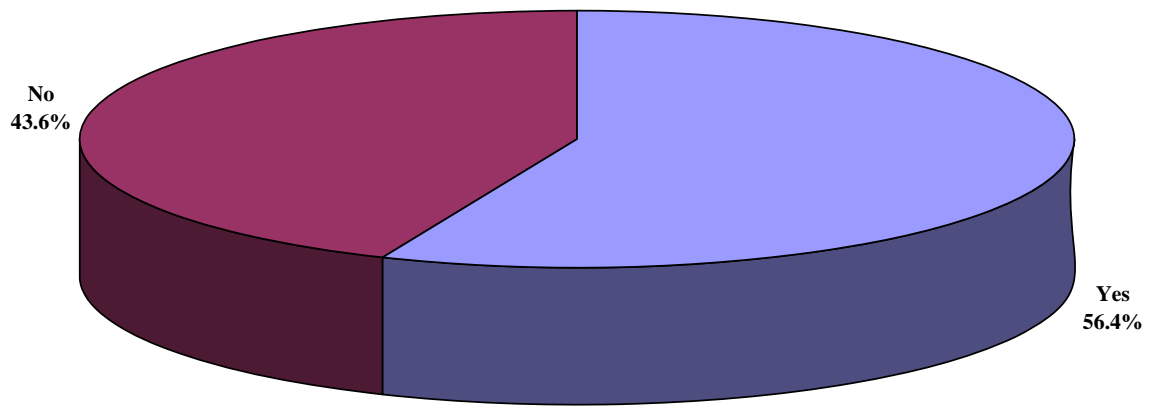


Figure 5. Previous Irish Fair attendance among visitors to Irish Fair, 2007 (n=392).

Table 3. Information sources among visitors to Irish Fair, 2007.

| | Frequency | Percent |
|--------------------------------|-----------|---------|
| Newspaper | 162 | 41.0 |
| Specifically, The Star Tribune | 86 | 21.8 |
| The Pioneer Press | 39 | 9.8 |
| A Local Newspaper | 19 | 4.8 |
| The City Pages | 19 | 4.8 |
| Friends | 128 | 32.4 |
| Family | 81 | 20.5 |
| Radio | 48 | 12.2 |
| TV | 47 | 11.9 |
| 'Other' | 46 | 11.6 |
| Internet | 38 | 9.6 |
| Irish Bar/Restaurant | 32 | 8.1 |
| Poster/Flyer | 17 | 4.3 |

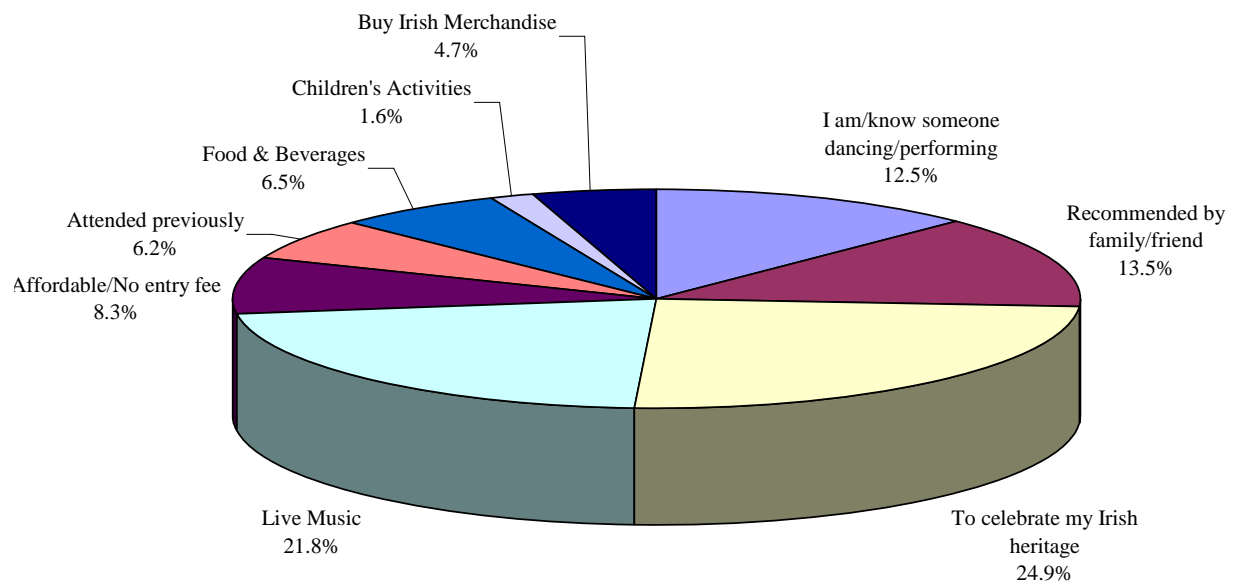


Figure 6. Main Reason for attending Irish Fair among visitors to Irish Fair, 2007 (n=385).

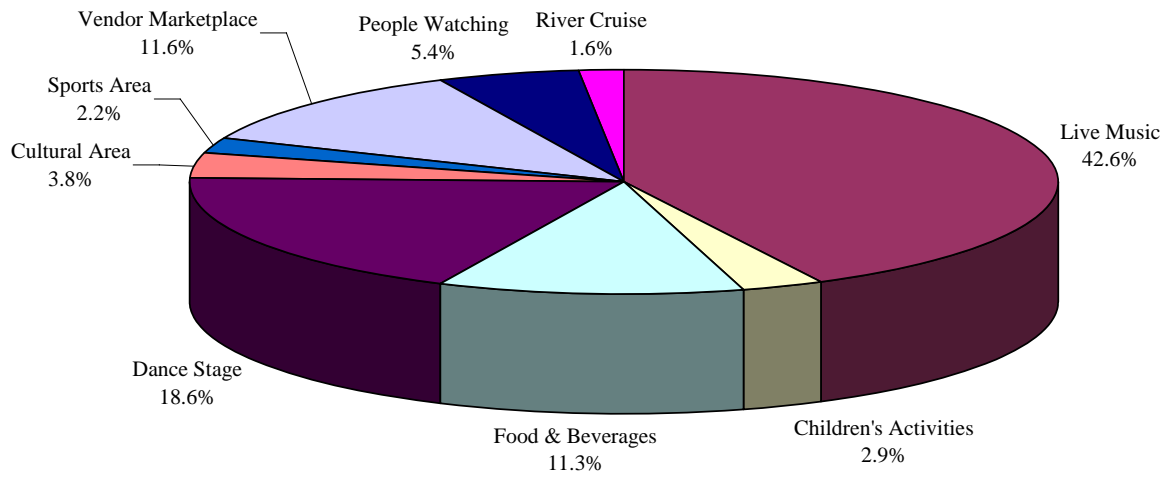


Figure 7. Most enjoyable attribute of Irish Fair among questionnaire respondents, 2007 (n=389).

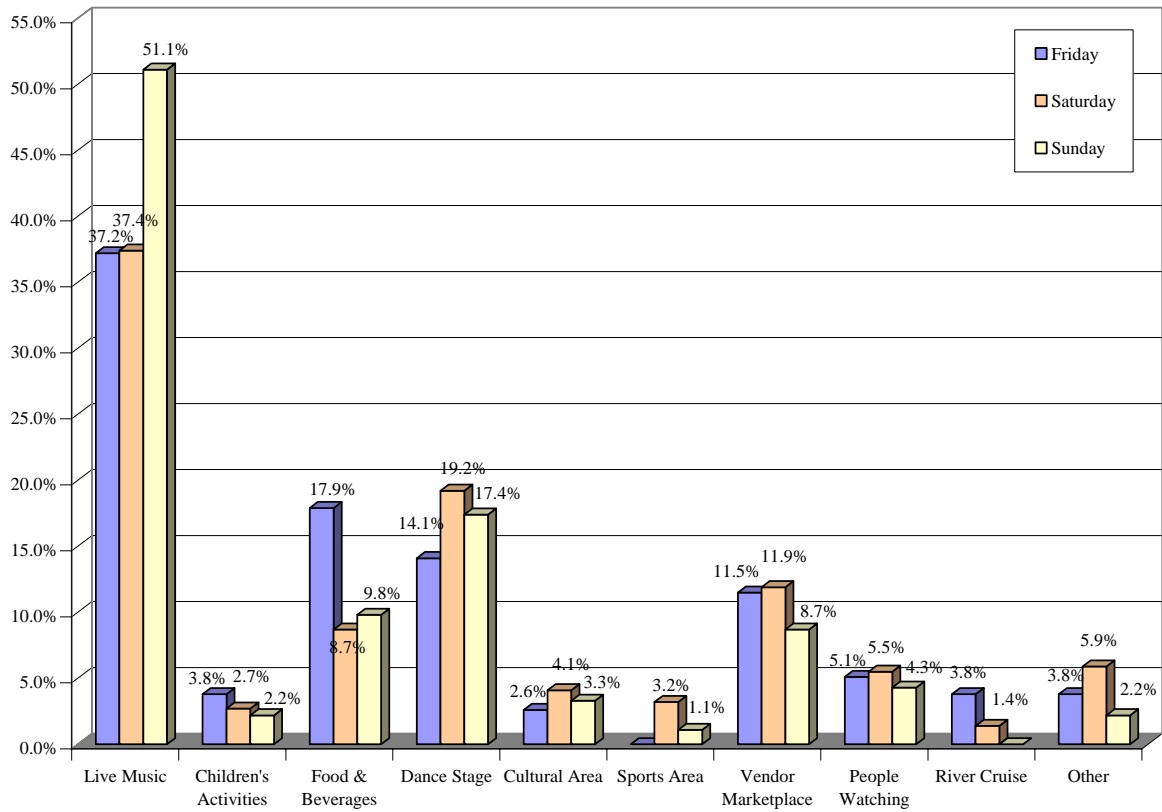


Figure 8. Most enjoyable attribute of Irish Fair based on day of questionnaire completion among Irish Fair respondents, 2007.

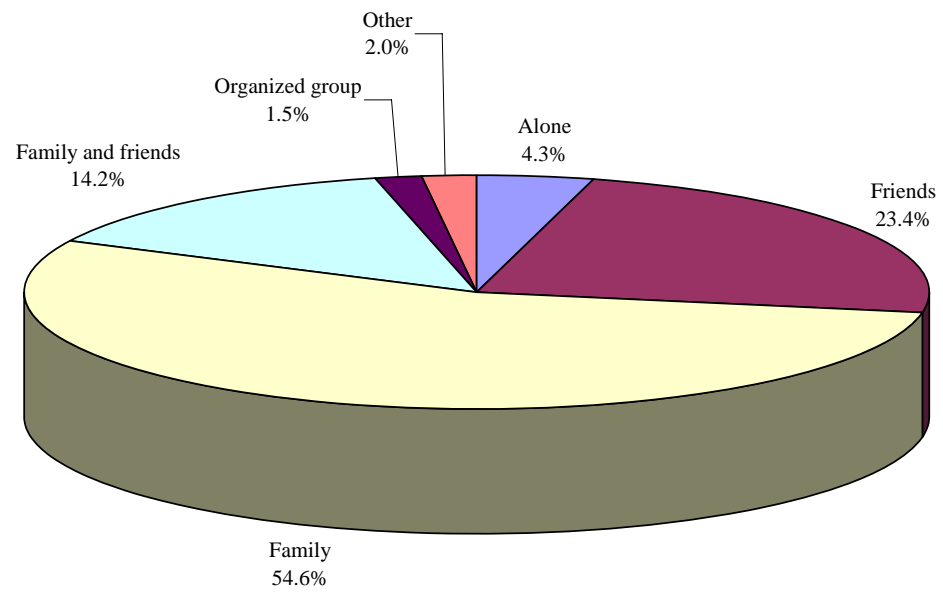


Figure 9. Group composition among visitors to Irish Fair, 2007 (n=393).

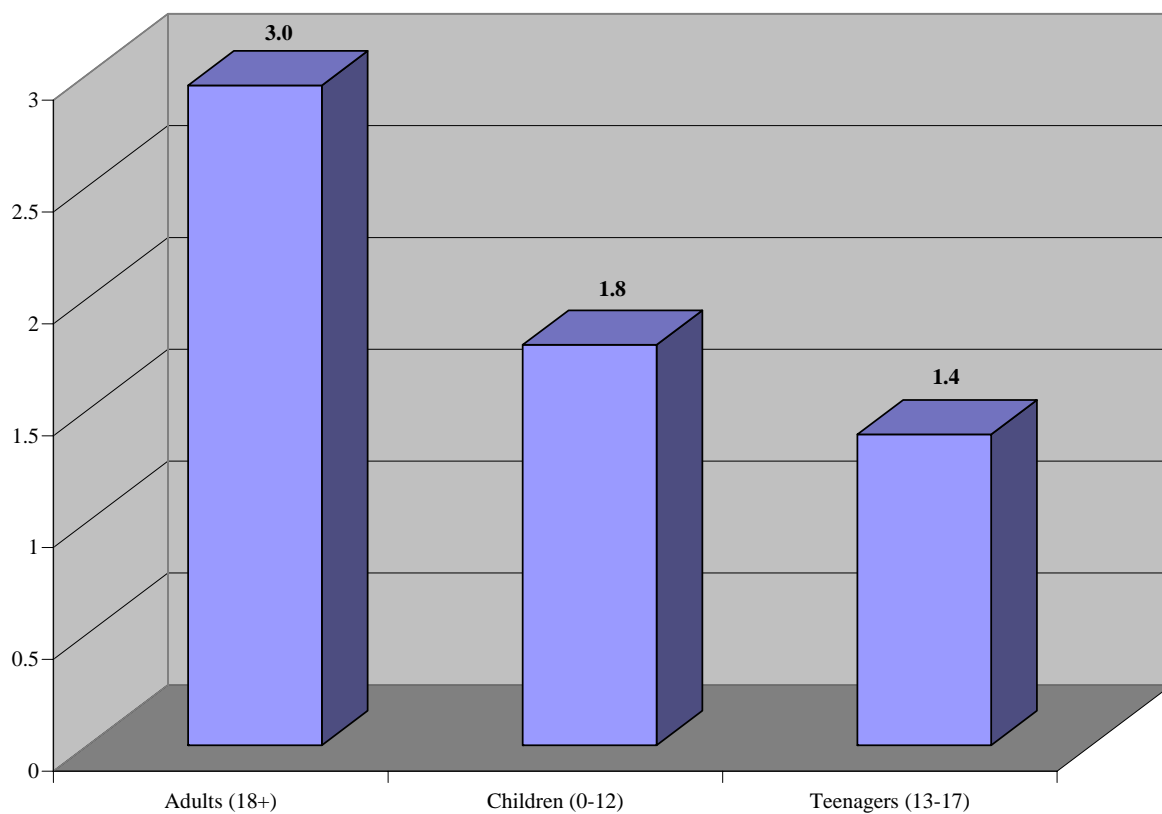


Figure 10. Average group size based on age categories among visitors to Irish Fair, 2007.

Table 4. Average expenditures at Irish Fair among festival attendee respondents, 2007.

| | M | S.D. | Range |
|----------------------------|----------|-------------|--------------|
| Souvenirs (n=155) | \$46.94 | \$50.34 | \$0-250 |
| Other (n=46) | \$35.57 | \$59.57 | \$0-250 |
| Food and Beverages (n=254) | \$31.40 | \$21.50 | \$0-150 |
| Tickets (n=130) | \$25.66 | \$19.93 | \$0-100 |
| Parking (n=272) | \$6.48 | \$4.58 | \$0-30 |

APPENDIX C

Respondents Email Addresses

6404 84 CT N
ABAGADO@USWEST.NET
ANGKAPP@YAHOO.COM
BCLEM09@COMCAST.NET
BEATTLEBUGS2001@YAHOO.COM
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BRIANEFUNACHO.COM
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CHEN_XIN.W@YAHOO.COM
CHRIS@MICKMAN.COM
CLICATABENDER@HOTMAIL.COM
COLLINS37@SAINTLY.COM
COLT22TARGET@HOTMAIL.COM
CONIFACE@AOL.COM
CRICKSCORNER@MSN.COM
CTOPHERMAC@GMAIL.COM
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NONE+446@NOTMAIL.COM
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